RESEARCH AND INNOVATIVE TECHNOLOGY ADMINISTRATION
CORRESPONDENCE TRANSMITTAL & ROUTING SLIP

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POINT OF CONTACT & TELEPHONE NUMBER

RITA Branding Order

SUBJECT:

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COMMENTS/INSTRUCTIONS/ADDITIONAL INFORMATION:

Please review attached RITA Branding Order and sign. Comments and concurrence were solicited from all RITA Program Offices in the course of developing this guidance. Its recommendations are consistent and compliant with OST's branding guidance and DOT Order 1000.14A.

EXEC SEC CONTROL # | DATE REC'D (BY EXEC SEC) | DATE ROUTED BACK TO EXEC SEC | DATE RETURNED TO ORIGINATING OFFICE
|-------------------|--------------------------|-----------------------------|---------------------------------|

02/06/06
Memorandum

U.S. Department of Transportation
Research and Innovative Technology Administration

Subject: RITA Branding Order
From: Maria Lefevre, Associate Administrator for Administration
To: Peter H. Appel, Administrator

Date: April 12, 2010
Reply to Attn of: Michele Janis, 6-0589

Authority: Official Seal and Signatures of the Department of Transportation, DOT Order 1000.14A.

Background: The RITA Branding Order outlines the standards for branding to be used by each of the RITA staff offices and program offices. It is a simple, comprehensive easy to understand matrix for applying the RITA signature, RITA thumbnail and additional RITA markings to be used on all publications of all forms. It has been coordinated with GIP and Counsel. The RITA Branding Order complies with DOT Order 1000.14A (Official Seal and Signatures of the Department of Transportation (attachment).

Action required: Please review the attached Order, sign, date and return to the Office of the Associate Administrator for Administration for further dissemination to the Senior Staff and RITA Program Offices.

Administrator:
APPROVED: Robert Berliz
DISAPPROVED: __________
COMMENTS: __________
DATE: 5/23/10
Order

Subject:  
Branding Guidelines Order: RITA Publications and Visual Materials

Classification Code  Date  OPI  
RITA-10-0001  May 21, 2010  RTAD

Authority: Official Seal and Signature of the Department of Transportation (DOT Order 1000.14A), December 02, 1981

1. Introduction

2. RITA Publications Designed for Downloading or Press
   A. Brand Comprises Two Graphic Elements
      Element 1: The RITA signature
      Element 2: The RITA thumbprint
   B. How to Choose the Right Branding Graphics: Three Categories of Usage
      Category 1: RITA products attributed to the whole agency (not a single Program Office)
      Category 2: Products attributed to one RITA Program Office
      Category 3: Products created by or on behalf of RITA partners or customers

3. RITA Visual Materials that Are Not Publications
   A. The RITA Header

1. Introduction

This Order is intended to outline basic design standards for the branding of all RITA print or nonelectronic products. The goal of the Order is to provide RITA’s many graphic designers and contractors with the precise specifications they need to support a consistent visual RITA brand across the administration’s many published and other visual products. This Order specifies a consistent visual branding that will help our customers immediately recognize RITA products, regardless of their program office of origin. This consistent visual branding of our products serves to simplify communication with RITA’s customers about who we are and what our agency does. RITA’s Office of Administration serves as the proponent for this Order.

2. RITA Publications Designed for Downloading or Press
   A. Brand Comprises Two Graphic Elements
The RITA brand comprises two standardized visual elements—the RITA signature and the RITA thumbprint. The signature is mandatory on all products. The thumbprint is required on most RITA products. Examples are detailed below.

**Element 1: The RITA signature**

Every RITA print product will display the signature shown below, which has three parts: the DOT triskelion, the Department’s full name, and below it, RITA’s full name in bold:

```
U.S. Department of Transportation
Research and Innovative Technology
Administration
```

The signature example (exactly as above) shows the triskelion and the fonts in their proper proportions, consistent with the official graphic signature of all USDOT modes. The signature will be available via an electronic file that can be copied and placed by the designer. **The signature should never be recreated using alternate fonts or proportions.**

**Variations:**
- As with other USDOT modal administrations, files of the official signature are available with line breaks in the modal name to accommodate print applications with narrow margins. Please contact RITAPubs@dot.gov to request these optional signature files.
- Font color choice of black or “DOT blue” (Pantone 285)

**Placement:**
- The signature should be placed at the bottom right of the page.
- In a circumstance where the standard placement is impossible, designers are asked to use their best judgment and/or contact RITAPubs@dot.gov—just make sure the signature is included!

**Element 2: The RITA thumbprint**

RITA print products originating from a Program Office will incorporate the solid bar “thumbprint” shown below, which has been personalized for each program office. Electronic files for these thumbprint graphics are located in the RITA Outreach Toolkit on RITAnet (the RITA intranet site) or can be obtained by contacting Chip Moore in RITA Publishing at (202) 366-5804.

The RITA thumbprint will appear as a standard graphic on all products and publications of RITA’s Program Offices. Its consistent usage will strengthen the RITA brand. Used in tandem with the RITA signature, the thumbprint is intended to reinforce recognition of our agency and its acronym, as well as feature the Program Office that has directly produced the product:

```
Example:

[Image of RITA thumbprint]
```

**Variations:**
 Files for the RITA thumbprint exist for the following programs:
  o Bureau of Transportation Statistics
  o Intelligent Transportation Systems Joint Program Office
  o Office of Research, Development, and Technology
  o Volpe National Transportation Systems Center
  o Transportation Safety Institute
  o Positioning, Navigation, and Timing
  o Color choice, white, black or “DOT blue” (Pantone 281)

Placement:
The thumbprint should appear on top left corner of the cover page

B. How to Choose the Right Branding Graphics: Three Categories of Usage

The principle behind this branding guidelines Order is simple—any product published by RITA is, first and foremost, a RITA product that should bear primary RITA branding. Yet, just as RITA’s organizations and customers are complex, certain RITA products have complex “ownership.” These guidelines take into consideration the collaborative—or in some cases, fully sponsored—nature of those products, which may be inappropriate to brand as RITA’s.

**Category 1: RITA products attributed to the Office of the Administrator or the entire agency (not a single Program Office)**

Category 1 products are branded with the RITA signature only. The roles of various Program Offices may be acknowledged in the text of the document, but their names will not be incorporated in the branding of the document. In addition, it is permissible to spell out RITA’s name and/or use the “RITA” acronym in the title, headings or elsewhere on the cover. This branding guideline is consistent with the branding guidance followed across all of DOT for Administrator-level publications.

Examples of Category 1 products are:
  • Reports and releases from the Office of the Administrator, such as a RITA Strategic Plan or a general agency publication such as a brochure;
  • Publications that are the combined effort of multiple RITA offices (e.g., the Volpe Center and RD&T).

**Category 2: Products attributed to one RITA Program Office**

Category 2 products are those whose content is produced by or on behalf of RITA. These products bear the thumbprint that contains the RITA acronym and the name of the authoring program or office. In Category 2 products, the RITA brand is primary; no other program “owner” or logo appears on these products. This applies to most publications of:
  • RITA’s program offices,
  • DOT programs with joint support that are managed by RITA, and
  • RITA fee-for-service, intermodal, grant and sponsored programs.

Examples of Category 1 products are:
  • BTS Special Reports and the Transportation Statistics Annual Report,
  • Points of Pride publications by the Volpe Center and the UTC program, and
  • ITS-JPO’s Summary of Progress and Results.
Category 3: Products created by or on behalf of RITA partners or customers

Because RITA’s commitment to stakeholder relationships is paramount, decisions about placing RITA’s brand on the products of collaborative efforts can be sensitive. The creation of Category 3 in these guidelines is an acknowledgement that placing the RITA brand on certain work products is not always appropriate or even accurate. Category 3 products are those whose content is:

- created by or on behalf of sponsors or grantees,
- a joint effort of multiple modal administrations where claiming RITA “ownership” is inappropriate, or
- intended for direct marketing purposes by a fee-for-service organization.

In the case of Category 3 products, it is always the content of the document that determines whether they bear the RITA brand, not the name of the entity alone. Examples of Category 3 publications include:

- Volpe Center reports that are wholly sponsored by a modal customer;
- the UTC Spotlight newsletter, whose content is authored by outside grantees;
- a catalog on bus collision investigations produced by TSI with the sponsorship of the Federal Transit Administration; and
- products of the Center for Climate Change and Environmental Forecasting, which is steered by equal modal partners and simply administered by RITA.

Category 3 products may bear the logo of the program (e.g., UTC), fee-for-service entity (TSI), or sponsor in lieu of any overt RITA branding. Optimally, a RITA signature will appear on these products, but this may not be appropriate or feasible in many cases.

In the event that a Category 3 product has multiple modal authors, the DOT signature protocol specifies that all modal names appear alphabetically, in bold, under the name of the U.S. Department of Transportation:

Any questions regarding whether a product is Category 3 (i.e., does not require primary RITA branding) should be directed to the Associate Administrator for Administration in the RITA Office of Administration.

3. RITA Visual Materials that Are Not Publications: The RITA Header

RITA communications products that are not print publications or have limited display space that does not lend itself to use of both the signature and the thumbprint can employ a third graphic called the RITA Header. The RITA Header establishes a quick visual link between RITA’s acronym, its full name, and its U.S. Department of Transportation parentage. Examples of usage include as a web header, on a poster or sign, a PowerPoint presentation or promotional flyer. In almost all cases, the header will be used on products of the Office of the Administrator. Its use on external communications materials by RITA Program Offices is to be approved on a special request basis.
You can access the file for this graphic on RITAnet (the RITA intranet) in the RITA Outreach Toolkit or by contacting Chip Moore in RITA Publishing at (202) 366-5804.

Date: 6/22/10

Peter H. Appel
Administrator
Subject: OFFICIAL SEAL AND SIGNATURES OF THE DEPARTMENT OF TRANSPORTATION

1. PURPOSE. This Order implements the regulations of the Office of the Secretary (OST) (49 CFR Part 3). It also provides a description of the official seal and signatures of the Department of Transportation (DOT) and prescribes their use.

2. CANCELLATION. DOT 1000.14, OFFICIAL SEAL AND INSIGNIA OF THE DEPARTMENT OF TRANSPORTATION, of 6-8-78.

3. AUTHORITY. Section 9(k) of the DOT Act (Public Law 89-670) provides that the Secretary of Transportation shall prescribe an official seal for the Department.

4. REFERENCES.
   a. Amendment to 49 CFR Part 3, effective 11-17-80, reflects the redesign of the Department's official seal and also covers changes in office duties relating to the authority to affix the DOT Seal.
   b. DOT 1360.6, Department of Transportation Graphic Standards, establishes a system of graphic standards for the Department as set forth in the publication "Graphic Standards for the U.S. Department of Transportation."

5. EXCEPTION.
   a. This Order is not intended to modify the uniform of the United States Coast Guard (USCG) or USCG seal, emblems and insignia required or authorized by the Commandant. Whenever feasible, the USCG shall use the Departmental seal either alone or in conjunction with their own seal to indicate that the Departmental seal is the official emblem of the Department.

   b. The St. Lawrence Seaway Development Corporation (SLSDC), being a public corporation with its own corporate seal, may continue to use that corporate seal for purposes of authentication and as its official seal. Whenever feasible, the SLSDC shall use the Departmental seal either alone or in conjunction with their own seal to indicate that the Departmental seal is the official emblem of the Department.

   c. The seal of the Federal Aviation Agency has been retired and its official use is no longer authorized. The Federal Aviation Administration (FAA) may continue to use a reproduction of their current seal for adornment purposes. "Adornment purposes" shall mean that this seal
will be solely limited to: one color reproduction on FAA internal publications.

d. The seal of the Maritime Administration has been retired and its official use is no longer authorized. The Maritime Administration may continue to use a reproduction of their current seal for adornment purposes, appropriately modified to eliminate the words "Department of Commerce." "Adornment purposes" shall mean that this seal will be solely limited to: use on the Maritime Administration flag and on plaques.

6. THE OFFICIAL SEAL OF THE DEPARTMENT OF TRANSPORTATION.

a. Description. The official seal of the Department of Transportation is described as follows: A white abstract triskelion figure signifying motion appears within a circular blue field. The figure is symmetrical. The three branches of the figure curve outward in a counterclockwise direction, each tapering almost to a point at the edge of the field. Surrounding the blue circle is a circular ring of letters. The upper half of the ring shows the words "Department of Transportation." The lower half of the ring shows the words "United States of America." The letters may be shown in either black or medium gray. The official seal of the Department is modified when embossed. It appears below in black and white.

![Figure 1. The Official DOT Seal](image)

b. Policy.

1. The seal is the official emblem of DOT and its use is permitted only as authorized in Part 3 of the regulations of the Office of the Secretary or as approved by the Secretary of Transportation. Falsely making, forging, counterfeiting, mutilating, or altering the official seal or knowingly using or possessing with fraudulent intent any altered seal is punishable under Section 506 of Title 18, United States Code. Instances of such falsely making, forging, altering or fraudulent use which may be detected shall be reported through channels to the OST Office of Security.

2. The seal shall be embossed or affixed on all documents requiring authentication by the operating elements of DOT. No other seals will be used for authenticating documents except as provided in paragraph 5.

3. Publications issued at the Departmental level which have the effect and force of law (e.g., regulations, orders, notices) must bear the DOT seal. (Figure 1)
(4) Operating administrations not now having their own seals will not establish seals, but will use the DOT seal.

c. Delegation of Authority. The following officials of DOT are authorized to emboss and affix the official DOT seal to appropriate documents and other materials of the Department, for all purposes for which authentication by seal is required, including those authorized by 28 U.S.C. 1733(b):

The General Counsel, OST
The Assistant Secretary for Administration
The Coast Guard Commandant
The Federal Aviation Administrator
The Federal Highway Administrator
The Federal Railroad Administrator
The Urban Mass Transportation Administrator
The National Highway Traffic Safety Administrator
The Maritime Administrator
The Research and Special Programs Administrator
St. Lawrence Seaway Development Corporation Administrator
The Inspector General
The Chairman, Contract Appeals Board, OST

d. Redelegation. The authorized officials may redelegaate this authority. Delegations made under this authority shall be limited to the minimum number consistent with essential requirements, to avoid misuse of the seal and to minimize procurement requirements for impression dies of the seal.

e. Uses.

(1) Authorized Uses. The DOT seal in monochrome or color, pictorial or relief may be used by officials listed in paragraph 6c above:

(a) For programs, certificates, diplomas, invitations, greetings and calling cards of an official nature.

(b) In DOT-approved training films, public relations films, and official DOT motion picture and television programs.

(c) As a display with any official DOT exhibit.
(d) As well plaques in GST, the operating administrations, and DOT field installations when approved by an official authorized in paragraph 6c.

(2) **Prohibitions on Use.** The seal shall not be used:

(a) On souvenir or novelty items of an expendable nature.

(b) On toys or commercial gifts or premiums.

(c) As letterhead design, except on official Departmental stationery.

(d) On exterior or interior facility signage.

(e) On menus, matchbook covers, calendars, or similar items.

(f) To adorn civilian clothing.

(g) On athletic clothing or equipment.

(h) On any article which may discredit the seal or reflect unfavorably on DOT.

(i) In any manner which implies Departmental endorsement of commercial products or services, or of the user's policies or activities.

(3) **Requests for Use.**

(a) **Outside the Department.** Permission to use the DOT seal by any person or organization must be made in writing to the Assistant Secretary for Administration, 400 Seventh Street, S.W., Washington, D.C. 20590, and must specify, in detail, the specific use intended.

(b) **Within the Department.** When organizational elements of the Department desire to use the seal in a manner other than that prescribed by this Order, prior approval must be obtained from the Assistant Secretary for Administration.

f. **Reproduction Standards for the DOT Seal.**

(1) **Embossed.** The seal may be reproduced as a blind embossed (raised) image on certificates and official documents.

(2) **Monochrome.** The single-color version of the seal shall be executed in solid black (see Figure 1). This method of reproduction shall be used for authenticating documents when embossing is impractical. Reverse printing is prohibited.

(3) **Color.** For full-color reproduction, the central circular area of the seal, formed and described in paragraph 6a, shall match PANTONE Color 285 and the circular ring of letters shall be reproduced in solid black or in a warm middle-value gray.
(4) Minimum Size. The minimum allowable size for reproduction of the seal shall be 9/16-inch in diameter.

7. IMPRESSION DIES AND PLAQUES.

a. Custody of Impression Dies. The officials named in paragraph 5c and all officials to whom authority has been redelegated are authorized to obtain and maintain custody of the impression dies of the official DOT seal.

b. Issuance of Impression Dies and Plaques.

(1) Initial Issuance.

(a) Impression dies have been distributed to all officials authorized in paragraph 6c.

(b) One plaque is issued free of charge to each Secretarial officer, head of an operating administration, and the Chairman of the Contract Appeals Board, OST.

(2) Additional Requirements.

(a) Heads of operating administrations may establish criteria for issuing additional plaques within their organizations.

(b) Additional impression dies and plaques will be procured and issued on request by the OST Director of Administrative Operations so as to ensure uniformity of design and economy of procurement.

(3) Funding. Procurement of dies and plaques will be through the DOT working capital fund. Cost of additional dies and plaques will be billed to the requesting organization.

8. THE OFFICIAL SIGNATURES OF THE DEPARTMENT OF TRANSPORTATION.

a. Description. There are 11 individual official signatures authorized for the Department of Transportation, one for the Department and one for each administration. With the exception of the U.S. Coast Guard, each signature is composed of an abstract triskelion figure identical in shape to the abstract triskelion found in the DOT seal. Below and flush left with the left edge of the triskelion is the legend "U.S. Department of Transportation." In addition, depending upon the administration identified, the following legends are flush left with and spaced below the DOT legend: "Office of the Secretary of Transportation," "Federal Aviation Administration," "Federal Highway Administration," "Federal Railroad Administration," "Urban Mass Transportation Administration," "National Highway Traffic Safety Administration," "Maritime Administration," "Research and Special Programs Administration" and "Saint Lawrence Seaway Development Corporation." Each aforementioned signature has two allowable configurations defined as the stacked and horizontal versions. In the stacked version, each legend is shown in two or three lines; in
the horizontal version, each legend is shown in one or two lines. In the single allowable version of the USCG signature, the USCG emblem appears within a right-leaning rhomboid shape located to the right of a truncated line parallel to, and whose ends are defined by the top and bottom edge of the rhomboid shape. To the left of this configuration is the above legend in two lines, "U.S. Department of Transportation" and below in two lines, "United States Coast Guard." Both legends are separated by a space and contained within the vertical limits defined by the top and bottom edge of the rhomboid shape. The USCG emblem is slightly altered for monochrome reproduction. (See attachment 1, figures 2 through 12).

b. Use. The DOT signatures are the principal visual identifiers for the Department and administrations where use of the seal is not required. The appropriate signatures in monochrome, two-color, pictorial, or relief may be used:

(1) To identify official publications, installations, offices, facilities, activities, property and equipment as specified.

(2) To identify the Department on documents issued to personnel for administration or security identification such as building passes, security badges and parking permits as specified.

(3) On wearing apparel and personal property items used by DOT employees in performance of their official duties as specified.

(4) On personal items used in connection with officially recognized DOT employees recreation association activities.

(5) On personal automobiles, when determined by an authorized official to facilitate entry or control of such vehicles at DOT installations or parking areas.

(6) No other signatures are authorized for use in representing the Department in any of its programs.

(7) For any other use of the signatures in a manner other than that prescribed above (par. 8b (1) thru (6)), prior approval must be obtained from the Assistant Secretary for Administration.

c. Reproduction Standards for the DOT Signatures.

(1) Monochrome.

(a) DOT signatures may be reproduced in solid black or in any other solid color. The monochrome configuration of the USCG signature must be used for one-color reproduction.

(b) Pastel, diluted, or thinned colors having poor contrast that do not show the signatures clearly will not be used.

(c) DOT signatures, with the exception of the USCG signature, may be reversed from various backgrounds and colors as long as the signatures show clearly with good contrast.
(2) **Color.**

(a) With the exception of the USCG, as noted below in 8c(2)(c), the only acceptable two-color version of the DOT signatures shall be with the abstract triskelion figure in blue, matching PANTONE R (PMS) 285 and the legend(s) in black, or in a warm middle-value gray.

(b) No other two-color version of the DOT signatures is authorized.

(c) **USCG Exception:**

1. The USCG signature may be reproduced in two solid colors. The red areas shall match PANTONE R (PMS) 485 and the blue areas, to include the legends, shall match PANTONE R (PMS) 285.

2. The USCG signature may be reproduced in full-color when used with four-color process printing. The red areas will be reproduced from solid magenta plus solid yellow. The blue areas will be reproduced from solid blue plus 30 percent magenta. The legends will be reproduced in solid black.

9. **LOCAL REPRODUCTION OF THE DOT SEAL AND SIGNATURES.**

   a. Except for impression dies, authorized officials may reproduce the seal and signatures in accordance with this directive.

   b. The OST Office of Installations and Logistics will assist, as required, in such reproduction.

FOR THE SECRETARY OF TRANSPORTATION:

Karen S. Lee
Deputy Assistant Secretary for Administration
OFFICIAL SIGNATURES FOR DOT
Showing Stacked Version at Left and Horizontal Version on Right

Figure 2. DOT Signature

Figure 3. Office of the Secretary Signature

Figure 4. Federal Aviation Administration Signature

Figure 5. Federal Highway Administration Signature
Figure 6. Federal Railroad Administration Signature

Figure 7. Urban Mass Transportation Administration Signature

Figure 8. National Highway Traffic Safety Administration Signature

Figure 9. Maritime Administration Signature
Figure 10. Research and Special Programs Administration Signature

Figure 11. Saint Lawrence Seaway Development Corporation Signature

Figure 12. United States Coast Guard Signature (one version)